Madison

Radio Program Schedules by the Clock

	WIBA 1310_kc.	WISC 1480 kc,	WKOW 1070 kc.	WIBU	WBBM 780 kc.	WENR-WLS	WGN 720 kc.	WMAQ
6:00 6:13 6:30 6:45	Farm Frolic Musica) Clock	* Top o Morning * News: Top o' the Morning: News		* Silent * Silent Rura! Roundup	News of World News Listen to Cliff	Mac and Bob Bob Atcher Dave Denney News	Record Reveille News Record Reveille Record Reveille	Norman Ross Norman Ross; News
7:00 7:15 7:30 7:45	News: Musical Clock Journal News Musical Clock	Top O Morning News Top o' the Morning: News	Farm Program News Coffee Club; News	News: Farm Service News Farm News	News Gold Coast Pickup Time Shupuins	Breakfast Club Breakfast Club	News Hi Harding Telephone Quiz Today's the Day	Your Neighbor Norman Ross News
8:00 8:15 8:30 8:45	Musical Olock Betty Morning Melody News	Breakfast Club Breakfast Club	Coffe Club; News Coffee Club	News: Musical Clock Musical Clock Musical Clock	Bing Crosby Robt. Q Lewis Robt. Q Lewis Robt. Q Lewis	My True Story Betty Crocker, Karl & Harty	News Lanny Ross Virginia Gale Spots of Music	Welcome Travelers Marriage for T For Tomorrow
9:00 9:15 9:30 9:45	Welcome Travelers Marring: for Two Here's to Vets	* My True Story • Easy Rhythm • Rosa Rio	Reverened Epp Bob Eberls Cecil Brown	* News: Ploneers Freddy Martin Melody Time * Sweet Music	Robt. Q Lewis Robt. Q. Lewis Grand Slain Rosemary	Romance Story Ted Malone News	News Your Marriage Against the Storm	Doctor's Office Love and Leaf Jack Berch Lora Lawton
0:00 0:15 0:30 0:45	Trading Post Love and Coard Jack Berch Lora Lawton	* Romance Story * Ted Malone * Gaien Drake	John Neshitt Your Neighbor Against the Storm	Women's News Job Service Mid-Morning Matines	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday	Listen to This Martha and Helen	Kate Smith Kate Smith Temp Tones News	Here's Norman Ross Easy Rhythm
1:00 1:15 1:30 1:45	Linda's 1st Love Music for Today Farm Roundup	• Listen to This • To the Ladies	Woman's World Dick Haymes Here's Howard R.F.D 1070	News: Morning Matinee Headlines Farm News	Big Sister Ma Perkins News Guiding Light	Musical Almanac Farm World Today	Let's Have Fun Farm Markets News	Clifton Utley The Food Magician Elizabeth Hart
2:00 2:15 2:30 2:45 1:00 —	News: Roundup Parm Service News March Time Double or Nothing	Baukhage News Stars Sing Dorothy Dix Breakfast	News Mkts: Carson Western Theater Queen for	Music: Markets News: Markets News Mkts Farm and Home Farm Service	2nd Mrs Burton Perry Mason Nors Drake Brighter Day David Harum	Dinnerbell Dinnerbell News Doc Burlingham Ladies Be Seated	Queen for a Day Marriage Bureau We Three Hal and	Double or Nothing Today's Ch'ren Light of World Life Beautiful Road of Life Pepper Young
1:15 1:30 1:45 2:00 2:15	* Calendar * Magic in Music * Life Beautiful	in Hollywood Tune Time Names Craig Ladies Be Seated	Say It with Music Lucia Mortenson	Si Hays and Daughter Music Booth	Hillrop House Us Girls News Rhyme Does Pay Life of the Party	Add a Line Melody Promenade	Lee: News Gabriel Heatter P MacCormack Radio Quiz You Can't Loss Linda's Love	Pepper Young Right to Hap'n Backstage Wife Stella Dallas
2:30 2:45 3:00 3:15 3:30	Road of Life Pepper Young Right to Hap'ss Backstage Wife Stella Dallas Lorenzo Jones Widder Brown	* Add a Line * Melody Promenade * The Roosevelts * The Joneses	Lanny Ross Gabriel Heatter Day Dreams Kate Smith Two-Ton Baker	Booth UW Band Hawaii Musio Bible Fellowship Melody	Winner Take All News Paul Gibson Look at Life	Groom Gaten Drake String Orch. News	News Marshaii Kent Spotlight	Lorenzo Jones Widder Brown A Girl Marries Portis Faces L Just Plain Bill Front P. Farr
3:45 4:00 4:15 4:30 4:45	News: Madison Hour Varieties Melodic Gems	Varsity Jamboree Varsity Jamboree	House Harmony House	Melody Hour Band Parade Serenade	News News Curt Massey Fahey Flynn	Challenge of the Yukon Johnny Lujack	Singing Story Cisco Kid Champion Curly Bradley	News Dave Garrowsy News
4:45 5:00 5:15 5:30 5:45	Play Time Fiests Time News Sports; News	Challenge of the Yukon Johnny Lujack	Jimmy Allen Child Theater Sizing Dr. Sports Curly Bradiey	Fiesta Time UW Special Accordionists Sammy Kaye	Spin to Win News Larry LeSueur	News Art Page The Lone Ranger	News John Nesbitt Gabriel Heatter Inside of Sports	Jimmy Blade News of World Hometowners Richard Harku
6:00 6:15 6:30 6:45 7: 6 0	New- or World Dinner Music Music News	News: Scores Elmer Davis Design for Dining	News: Weather Dinner Music Gabriel Heatter Inside of Sports	* Sports Time Tips and Tunes * News Sing Sings	Mister Chameleon Doctor Christian	Stars in the Night Orchestra Music	Can You Fop This? International Air Port	Chicken Every Sunday Archie Andrews
7:15 7:30 7:45 1:00	Chicken Every Sunday Wednesday Serenade Henry	Stars in the Night Gene Krupa Orchestra Heine and	Can You Top This? International Airport; News Scattergood	Serenade in Music: News Old Timers Jamboree	Conductors' Showcase Conductors' Showcase	Heine and His Band Lawrence Welk	Fulton Lewis J: This Is the Story Family Theater	Henry Morgan Mr District Attorney
1:15 1:30 3:45 1:00	Morgan Morgan Mr District Attorney The Big	His Band Lawrence Welk Orch.	Baines Family Theater Comedy	Old Timers Jamboree Old Timers Jamboree	Showcase Capitol Cloak Room	It's Time for Music On Trial	Comedy Playhouse Hollywood Theater	The Big Story Curtain Time
1:15 1:30 1:45	* Curtain Time News	for Music On Trial News	Playhouse Newsreei Les Brown Orch.	• University Farm Hour • News: At Your Request • At Your	Paul Gibson Billy Leach Sammy Kaye	Remembering Bob Elson Platter Party	Answer Man Detective Call News: Songs Chicago at Night	Support Club News Barry Wood Dav's End
1:15 1:30 1:45 1:60	* Tonisht's Music * Concert Master News: 1310	Sammy Kaye Jow Hasei Frankie Masters News: Ted	Songs. Sports Unexpected Dance: News Midnight	Request At Your Request Silent	Race: Dance Leigh Barron Larry Fotine	World Report Ted Stracter Will Back Jerry Glidden	News: Deems Taylor: Al Trace Orchestrs News: Dance	News Final Sports Day's End Sweet & Swing Daye
:15 :30 :45	Club · 1310 1310 Club: News	Straeter Orch Sherman Haves Dance: News	in Madison Midnight in Madison; News	Silent Slient Slient	Matinee at Midnight Matinee at Midnight	This Is the Music; News	Tommy Dorsey Bernie Cummins	Garroway Dave Garroway

* Starred programs are also carried on corresponding FM stations . . . FM channels:

Hollywood

By Edith Gwynn

only \$10,000 per week to head a the air" temporarily. second company of "South Pacific" Dennis Morgan w second company of "South Pacific" Dennts Morgan was asked to playing the role Ezio Pinza sings help several people and organizaon Broadway.

Milton Berle, the poor dear, will exclaimed, "I'm try to get along on \$12,500 a week getting Santa for his television stints for the next two years-

under a brand new deal he just signed. Since Lloyd Binford, the tough and oftenthought ridiculous Memphis censor, has okayed "Home of the Brave," that picture (with Ne-

gro discrimina-

tion for its theme) will now

the same play as any other film. as well, Now that this hurdle has been jumped, look for Metro to put er are she Lena Horne into a full dramatic role one of these days. In the past, some of her singing numbers have been scissored from Metro pictures - south of the Mason-Dixon line, that is.

The only thing holding up "The Life of Caruso." scheduled to star Mario Lanza, is that Jesse Lasky wants full producer rights. Can't blame him. Jesse has spent two years researching material on the late, great tenor and feels en-blance to brother Bing, "Yeah," drawled Bob, "the only difference project-no matter what studio between us is a head of hair and makes it.

Joan Leslie's manager has taken off for England to close a deal with J. Arthur Rank. Rank wants to star Leslie in "Kiss Me Good-night" which will be made in Britain. After that she's about set to go to South Africa for a diamondmining story to be filmed in Johannesburg MGM already has such an opus coming up in "King

Solomon's Mines," which will costar Deborah Kerr and Stewart Granger.

Temperament is flying in all directions on that "Mr. and Mrs. Met" alrer which is to team Helen Traubel and Lauritz Melcholr.

Temperament is flying in all directions on that "Mr. and Mrs. Met" alrer which is to team Helen Traubel and Lauritz Melcholr.

Europe."

its final pat and already Colin Milwho created "Corliss," about a 12:05 Memory Waltzes sequel, with virtually the same 12:30 Holiday in Hawaii cast, headed by Shirley Temple.

1:00 News 12:05 Memory Waltzes Sequel in Mil1:05 Mews 1:05 Buddy Cole 1:15 Gordon MacRae 1:30 Serenades 1:30 Serenades 1:30 Serenades 1:30 Serenades 1:45 Rhythm Ranch 1:55 News Maurice Chevalier is asking Anyway, the show is really "up in

tions during one day and finally exclaimed, "I'm

Claustrophobia!" Good news hearing that the wonderful Wheelchair Reparaplegics Birmingham hospital is about to get the necesary financing that would send this wonderful and inspiring spectacle on the road. It would

MORGAN

play not only other hospitals where many be booked on all a patient would get a necessary major southern circuits and get lift, but theaters across the land

er are shopping

for a ranch. Sú sie's from Brookyn but the call of the outdoors very much upon her at the moment. Talking with

Bob Crosby the other day, someone remarked

a few million dollars!' "Kiss for Corliss" has just had

90-Passenger Excursion Boat

GILBEYS

"SKORI"

Leaves pler at foot of N. Park St.

Every day 4:00, 7:00,
Fridays 2:00, 4:00, 7:00, 8:45
Saturdays 2:00, 4:00, 7:00
Sundays 2:00, 4:00, 7:00
1½-hr. trip. Adults 15c, Children 35c
Special rates to 20 or more—B 6943

AT THE FUNEST CLUBS

Solomon's Mines," which will co- its final pat and already Colin Mil- 11:45 Secred Heart Program

WHA and WHA-FM 970 Kc.—88.7 Megs. WEDNESDAY

0 Morning Melodies
5 Program Review
6 Morning Melodies
6 Morning Melodies
6 Morning Melodies
9 Man and Culture
4 Job Bulletin Board
5 Weather Report
9 Homemakers' Program
1 League of Women Voters
5 News and Views
1 Noon Musicale
1 P. M.
1 News

2:20 News
2:30 Farm Program
1:00 Chapter a Day
1:20 Tales of Forcign Service
1:50 Travel Program
2:10 Weather Report
2:15 Short Story Time
2:30 Music of the Masters
3:30 Radio Journal
4:00 Musical Varieties
4:25 U. S. History
5:15 Music You Want
5:45 News

5:15 Music You Want
5:45 News
6:00 Dinner Musicale
FM ONLY
7:00 Evening Concert
7:30 Chapter a Night
8:00 Epochs of Comedy
9:00 FM Concert
10:55 Night News (to 11)

MF-WC7W 194.9 Mers. WEDNESDAY

A. M. 10:00 Homemakers 10:30 Morning Variety Show 10:35 News and Views 11:00 Polka Time 11:30 Marching Along

THIATER DE FOREST (Air Condition Wednesday—Last Day

"THE BRIDE" Robert Taylor-Ava Gardner

PRAIRIE SUN PRATRIE DOUGLAS FAIRBANKS, JR. "THE FIGHTING O'FLYNN" AL80 RICHARD ARLEN 'SPEEB TO SPARE'

1:30 Serenades
1:43 Fhythm Ranch
1:55 News
2:00 Old Time Music
2:30 Mathres Dance
2:35 News
3:00 Music Parts
3:00 Find Music
3:55 News
4:00 Art Mooney
4:55 News
5:00 Ken Griffin
5:15 Kedir Storytime
5:30 Off the Record
5:15 News
6:00 Musical Menu
6:55 News
6:00 Musical Menu
6:55 News
7:00 Soorts Shorts
7:15 Package of New Records
7:20 Request Show
7:20 Request Show
7:20 Reduest Show
8:00 Oscar Mayer vs. West Side
10:00 Russ Morgan
10:05 News (to 11)

Butter, Cheese Show Production Gain

to last year, the state-U, S. crop Story of Molly X" last week.

reporting service said Tuesday.

Three sponsors are eyeing Mary reporting service said Tuesday.

During the first six months of 1949, the service said, Wisconsin butter production was 88 per cent highe, than the same period last year. Cheese output increased 18

AIR-CONDITIONED MIDDLETON Wm. Tracy-Mary Stuart
"Henry, the Rainmaker"
(True!—Based on facts)
Scott Brady—Jeff Corey
"CANON CITY"

TODAY AND TOMORROW CONNECTICAL BANKEE

'THE VELVET TOUCH'

DANCE Turner Hall **MADISON**

DANCE LODI

Bill Doudna's Giveaway_ 'Blacklist'

There's a movement on in Los Angeles to "blacklist" all the giveaway radio shows. An organization called the Southern California Assn. for Better Radio and Television has been formed with

The organization is reported to Music be looking toward a national organization which could, with proper management, form a threat to the giveaways.

6 p. m. — Supper Club (WIBA):
6 p. m. — Supper Club (WIBA):
7 Wonderful."
7 Wonderful."
7 Hrough a Long and Sleepless Night."
8 Night."
8 An Old-Fashioned Walk." be looking toward a national organization which could, with prop-

during one week this summer, \$205.000 was disbursed on three radio giveaway shows which "offered nothing in the way of entertainment or creative art. While such exploitation is unfortunate for adults it is unfortunate with the such exploitation is unfortunate such exploitation is unfortunate for adults it is unfortunate with the such exploitation is unfortunate. such exploitation is unfortunate for adults, it is definitely harmfor adults, it is definitely harmful for children" and she is asking parents to protest "vigorousMan Right Out of My Hair,"

8 p. m.—The Right to radio stations.

RAILROAD FAIR: As the Chicago Railroad fair entered the sec(WIBA): Walter Gieseking and or--just over haif of the total num-

show would be featured. Of the one-and-one-quarter million persons who have seen the strong that Maestro Meredith show this year, about half- Willson will do a five-a-week radio "Wheels a-Roiling" pageant of Hollywood from New York latter American transport. part of the month.

Other principal attractions inolder principal attractions in-lude the Deadwood Central nar-down an offer to do a television row gauge railroad and its com- version of "Blondie." She says. row gauge railroad and its companion Cripple Creek and Tincup. which thus far have carried 603. 231 passengers at 10 cents a head: the San Francisco Cable Car, which has taken an estimated 185.-000 persons for free rides down and up a lakeside circuit; the Ice Ballet, a free admission presenta-tion which an estimated 600,000 persons have seen: the Cypress Gardens Water Thrill show, which has played already to 187,273 spec-tators, and the Train of Tomorwhich has logged 486,484 guests through its ultra-modern

The three railroad diners on the grounds report that their servings for the first half of the fair \$200,000 on its contender with an totaled some 27,500 meals. The Eastern Railroads Vitarama show has been seen by approximately next month. Incidentally, gues 127 000 persons, while the Indian film stars on "Hollywood Calling" ceremonial dances have been are balking at 9 to midnight, Fristaged before an estimated 300,000 day plus Sunday rehearsals, for

line a "National Go to Church" program at the Hollywood Bowl early in October.

vision for at least another year. Elliott Lewis donned grease paint again this week to start his \$25 to \$50 per game! second picture at Universal-Inter-Milk and cheese production in Wisconsin is up sharply compared Cathy, wound up work in "The

Thursday, Aug. 18th Jimmy Hartwig

Tues., Aug. 23rd Laurence Duchow



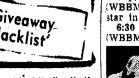




of any year together on one Giant Program

CARY GRANT **IRENE DUNNE** in "Mv

Fred MacMurray Madeleine Carroll - DON'T TRUST YOUR HUSBAND Favorite Wife"



Mrs. Clara Logan as president.

Today's Radio

'You're Breaking My Heart," "24

award from the California Con-

Jack (Queen for a Day) Bailey

expects to have a film deal set by

the end of this month. The Mutual

Penny Singleton has turned

"Maybe in a year, but not now."
Wayne Coy. FCC chairman, is

expected to resign when he re-

turns to Washington from Europe

next month. The rumor is that he

wants to duck the TV color tussle

Four networks combined have

jost only 1.3 percent sponsored

time first six months this year in

comparison with the same period of 1948. Does that sound like tele vision is making inroads?

The Jack Benny vs. 'Holywood

intensive promotional campaign slated to break nationally early

Not a camera is turning on the

There's a rush of would-be foot

AT MADISON'S COOLEST THEATER

NOW-Another 2 Top Program

TRACY KERR/

STAGE PLAY IS NOW

ON THE SCREEN!

due at that time.

only \$1,000.

gress of Parents and Teachers.

Hiahlights

She says, "Any broadcasting designed to buy the radio audience by requiring it to listen in the hope of reward rather than for the quality of its entertain-ment should be blacklisted by radio listeners

Hours of Sunshine ness ond half of its 100-day 1949 sea son this week, it had clicked through its gates 1,261,116 visitors ber of persons who attended the 1948 fair, when 2,500.813 paid admissions were registered.

RADIO: Curt Massey will head-

Although peppered with offers.

Bob Hope has made it emphatic here to grab the lush television that he is going to stay out of telespots for the approaching season

and Harry Hickox's "Jump Jump" program, heard only in Los Ange-

Zemans Barn

TEX RITTER Screen's Popula Western Star COOL AND COMFORTABLE

IT'S A GREAT BIG WONDERFUL SHOW Dan DAILEY Anne Voure * BAXTER

My Cheruthine TECHNICOLOR !! REAL AIR-CONDITIONED

LAST 2 DAYS ACTION, ROMANCE, WITH THE FABULOUS FRENCH FOREIGN LEGION

George OUTPOST 1000CCC PAROLE, Inc.

LAST 2 DAYS DOUBLE EXCITEMENT IN THE GREAT OUTDOORS!

cion FORD id LUPINO

RUSSELL

chestra; "Ondine," Ravel; "The (WBBM): Mrs. Vijaya Lakshmi Children's Corner," Debussy; "Al-la Turca," Mozart; "Der Frei-schutz" overture, Weber; "Mazep-on new schedule. pa," Tschaikowsky.

Sports

11:25 a. m.—Baseball (WIND): 6 p. m. — Mr. Chameleon Phillies at Brooklyn.
(WBBM): probes death of film 12:45 p. m.—Baseball (WJJD): star in restaurant.

6:30 p. m. — Dr. Christian
(WBBM): shows how television inCubs vs. Pirates.

dren's behavior.

8 p. m. — Baseball (WFOW):

0 car Mayer vs. West Side.

10:30 p. m. — Joe Hasel (WISC):

and "Rabbit" Maranville. fluences chil-

breaks up teen-Miscellaneous

Family Theater (WKOW): Danny "Post-Vacation Family Planning," Thomas presents Audrey Totter Trees." Mrs. J. L. Lonergan. 11:45 a. m. — Sacred Heart

Basehart in "The Story of Joyce (WFOW): "12 Legion of Angels." Kilmer"

12:30 p. m. — Farm Program

(WHA): "Keeping Up-to-Date on (WGN): Bonita Triple A." Walter Katterhenry; Granville in "Slow Up the Run-Off," O. R. GRANVILLE 'The Lady Takes Zeasman.



By Elsie, the Borden Cow



Join Your Friends and Neighbors by listening at

1:45 P. M. Monday through Friday

WIBA AM 1310 - FM 101.5

If it's Bordens --it's got to be good!

MADISON TODAY TOMORROW! DOUBLE HORROR SHOW

IT WILL SHOCK YOU

8 p. m.—The Return of Frank Higgins (probably) (WBBM); true

story of disabled veteran who found normal life with help of

10:30 a. m. — Women Voters (WHA) "Liberty and Law." the

8:30 p. m.—Capitol Cloak Room

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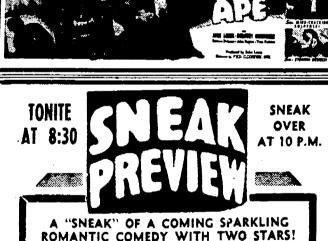
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Rev. Francis J. Bloodgood

intelligent employer.

Discussion





ROMANTIC COMEDY WITH TWO STARS! 'BIG STEAL"-Shown Before and After Preview

DOUBLE LAFF AND **ACTION SHOW** STARTS TOMORROW









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